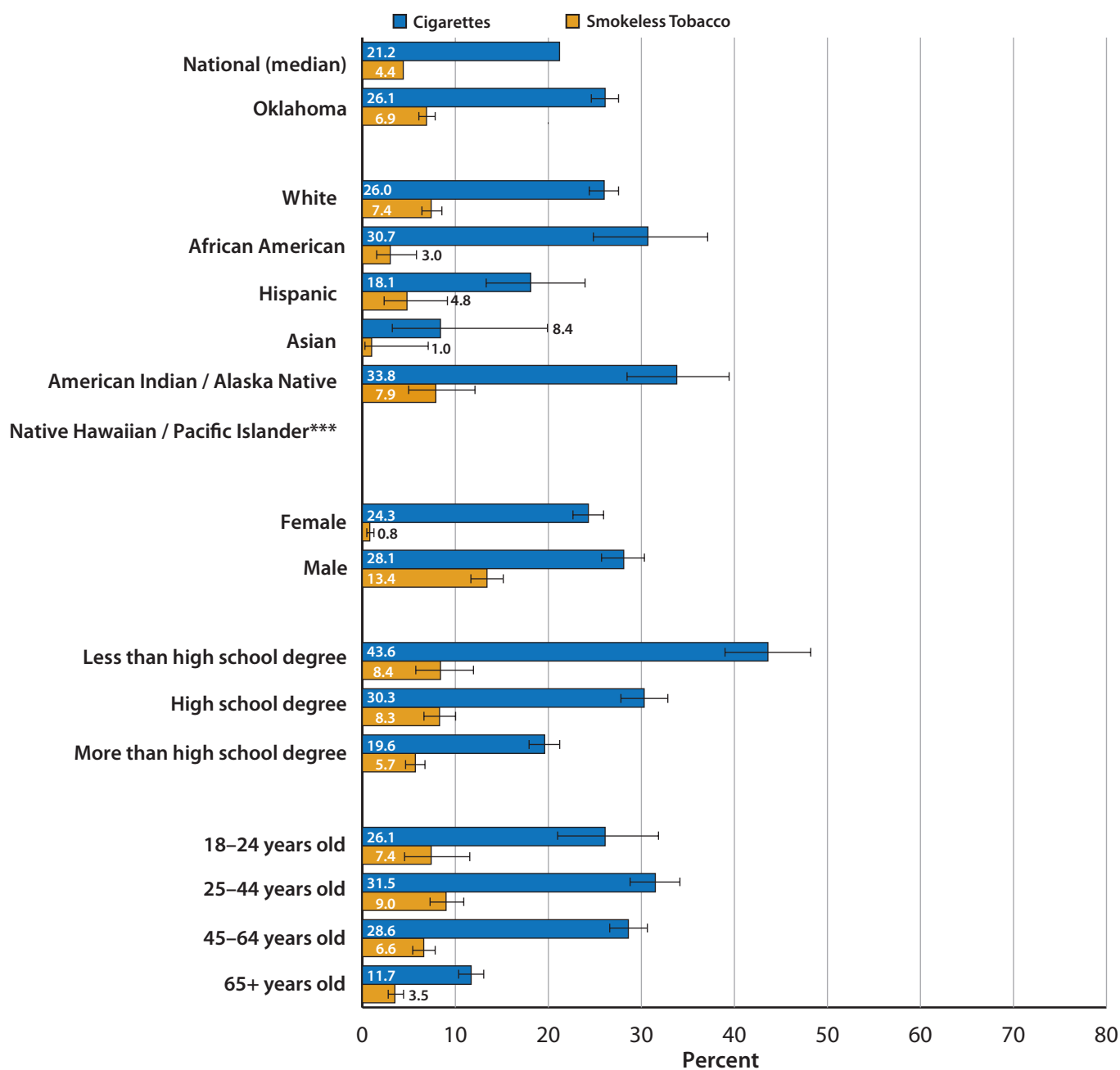


### Adult Current Cigarette/Smokeless Tobacco Use

In Oklahoma, the percentage of adults (ages 18+) who currently smoke cigarettes was 26.1% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Oklahoma ranked 48<sup>th</sup> among the states.

The percentage of adults who currently use smokeless tobacco was 6.9% in 2012. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Oklahoma ranked 45<sup>th</sup> among the states.

#### Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



\*\*\* Sample size <50

Source: Behavioral Risk Factor Surveillance System, 2011

# OKLAHOMA

## Youth Current Cigarette/Smokeless Tobacco/Cigar Use

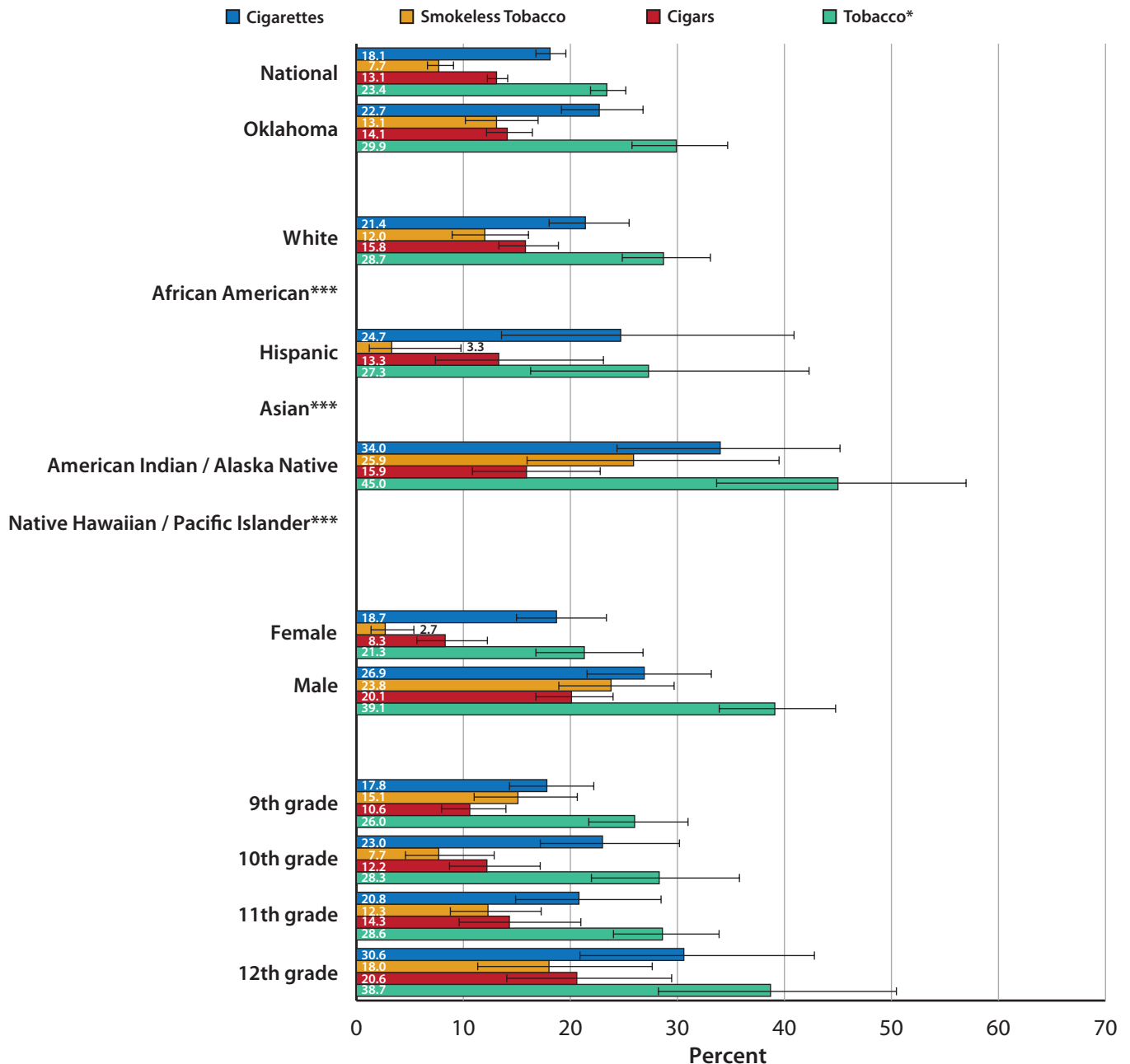
In Oklahoma, the percentage of youth in grades 9-12 who currently smoke cigarettes was 22.7% in 2011. The range across 44 states was 5.9% to 24.1%. Oklahoma ranked 41<sup>st</sup> among 44 states.

The percentage of youth who currently use smokeless tobacco was 13.1% in 2011. The range across 40 states was 3.5% to 16.9%. Oklahoma ranked 34<sup>th</sup> among 40 states.

The percentage of youth who currently smoke cigars was 14.1% in 2011. The range across 37 states was 5.0% to 18.3%. Oklahoma ranked 20<sup>th</sup> among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 29.9% in 2011. The range across 36 states was 7.8% to 31.9%. Oklahoma ranked 33<sup>rd</sup> among 36 states.

### Tobacco Use among High School Students by Demographic Characteristics



\* Cigarettes, smokeless tobacco, and/or cigars

\*\*\* Sample size <100

Source: Youth Risk Behavior Survey, 2011

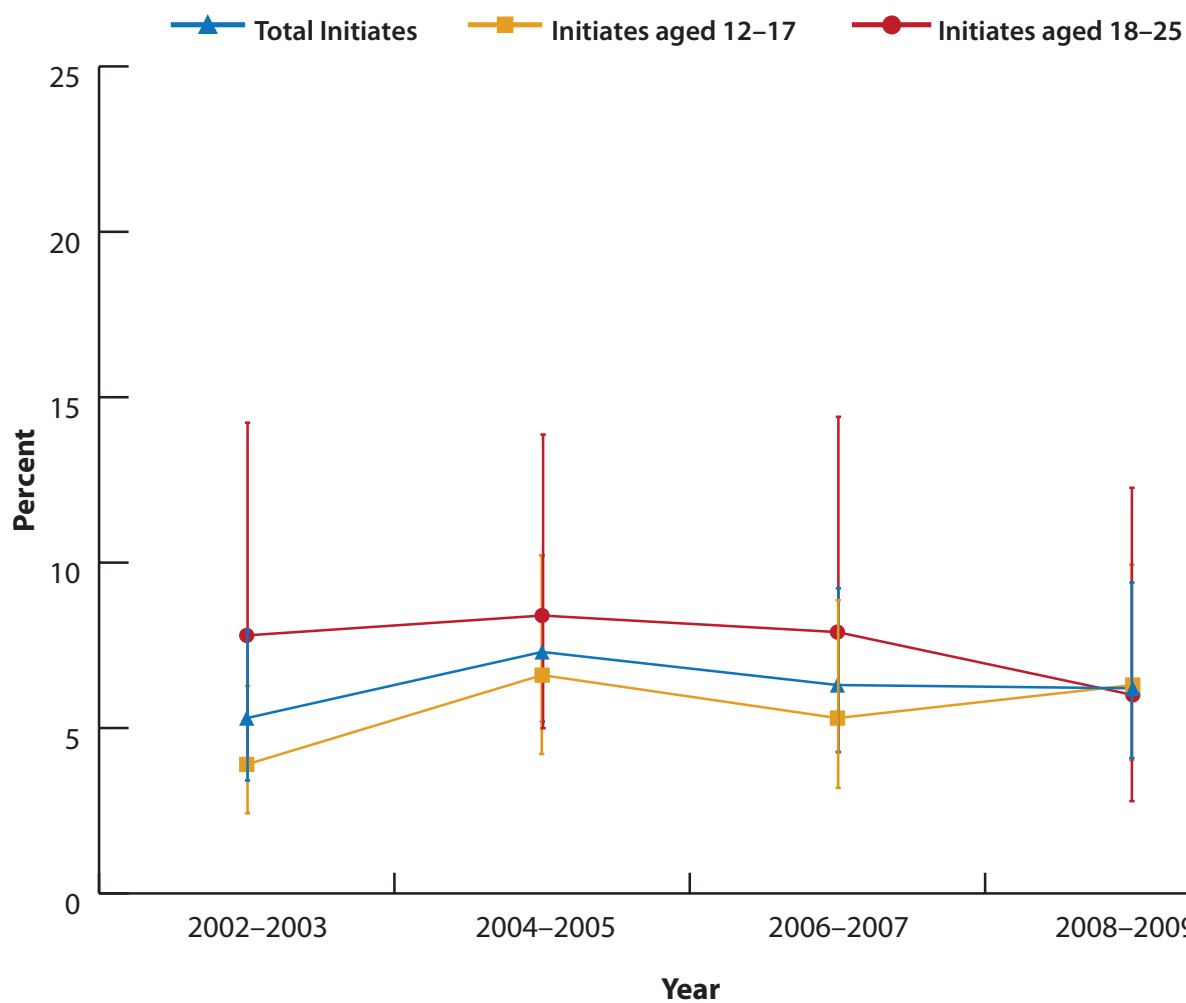
# OKLAHOMA

## Past-Year Cigarette Initiation

In 2008-2009, of all Oklahoma youth ages 12-17 who had never smoked, 6.3% smoked a cigarette for the first time in the past year. This ranked 33<sup>rd</sup> in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 6.0% smoked a cigarette for the first time in 2008-2009. This ranked 7<sup>th</sup> in the nation, with a range of 4.2%–14.7% among the states.

**Past-Year Cigarette Initiates among Persons Aged 12–25,  
by Age of First Use: 2002–2009**



## Protect

### Adult Exposure to Secondhand Smoke

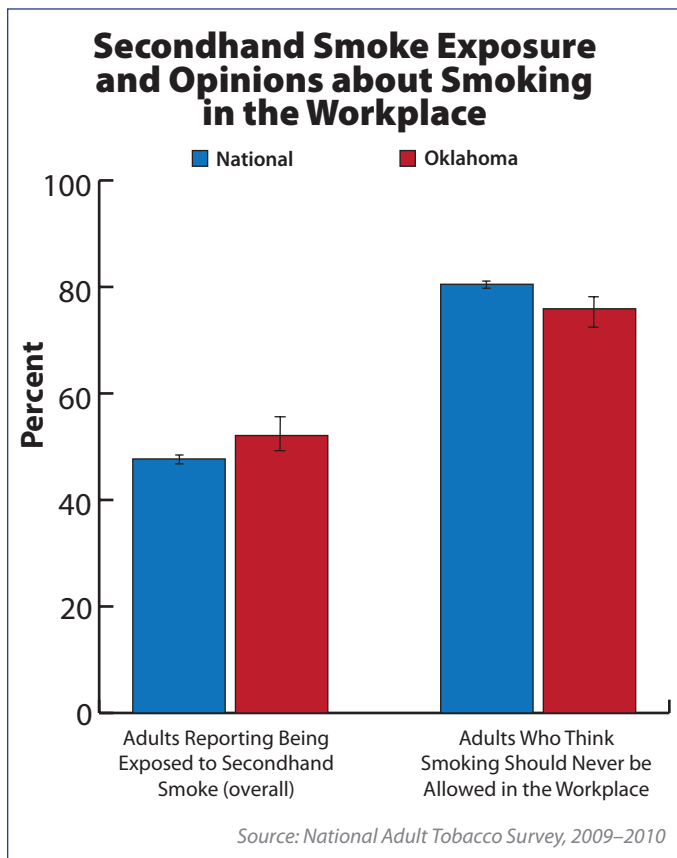
Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Oklahoma than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Oklahoma was 52.1%, ranking 45<sup>th</sup> among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Oklahoma adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

#### Exposure to Secondhand Smoke

Overall	Workplaces	Homes	Vehicles	Public Places
52.1%	27.3%	17.3%	22.9%	35.4%

Source: National Adult Tobacco Survey, 2009–2010

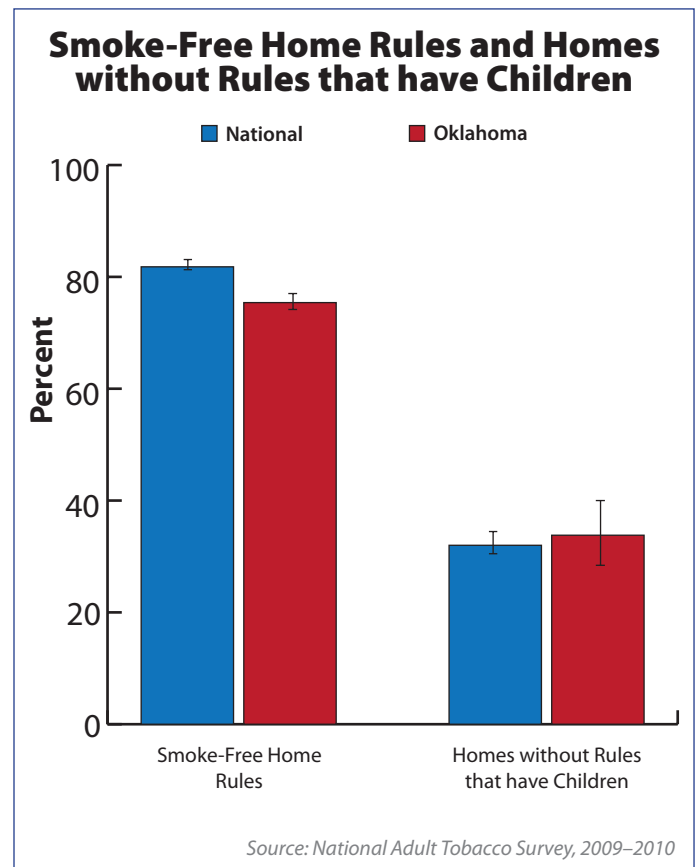


### Opinions about Smoking in the Workplace

In 2009-2010, 75.9% of adults in Oklahoma thought that smoking should never be allowed in indoor workplaces, ranking 40<sup>th</sup> among the states.

### Smoke-Free Home Rules

In 2009-2010, 75.4% of adults in Oklahoma reported that their homes had smoke-free home rules, ranking 44<sup>th</sup> among the states. The percentage of homes without smoke-free home rules with children living in them was 33.8%, ranking 31<sup>st</sup> among the states.







# OKLAHOMA

## State Smoke-Free Policy

As of June 30, 2012, Oklahoma had laws that do not fully protect individuals from secondhand smoke by allowing smoking in indoor areas of workplaces, restaurants, and bars. The state law did not allow local communities to enact local smoke-free laws.

### Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
			
No*	No†	No	No

\* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

<sup>a</sup> Allowed for non-hospitality workplaces.

<sup>b</sup> Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

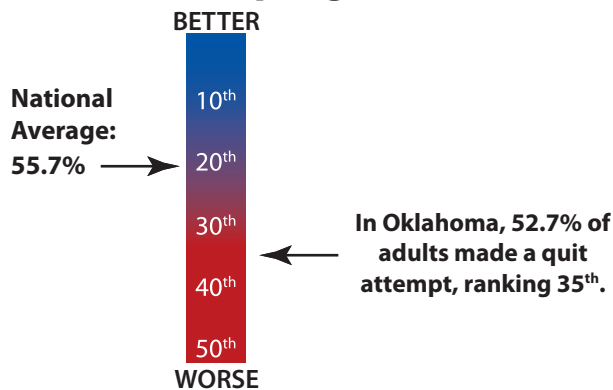
Source: STATE System, June 2012

## Offer

### Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 52.7% of Oklahoma adult smokers made a quit attempt in the past year, ranking 35<sup>th</sup> among the states.

#### Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009–2010

### Quitline Utilization

In 2010, the Oklahoma quitline received 55,990 calls, and 29,036 tobacco users (an estimated 3.6% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

### Medicaid Coverage for Counseling and Medications





In 2010, Oklahoma's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Oklahoma provided full coverage for all nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and full coverage for individual counseling (i.e., no group coverage).

#### Medicaid Coverage for Counseling and Medications

##### Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
			
Yes	Yes	Yes	Yes

<sup>a</sup> Pregnant women only

<sup>b</sup> Fee-for-service only

<sup>c</sup> Available only via the quitline

Note: Not all footnotes may be used.

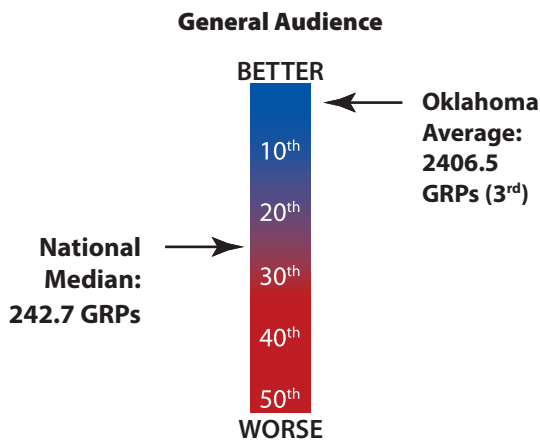
Source: Halpin, et al, 2011

## Warn

### Tobacco Counter-Marketing Media Intensity

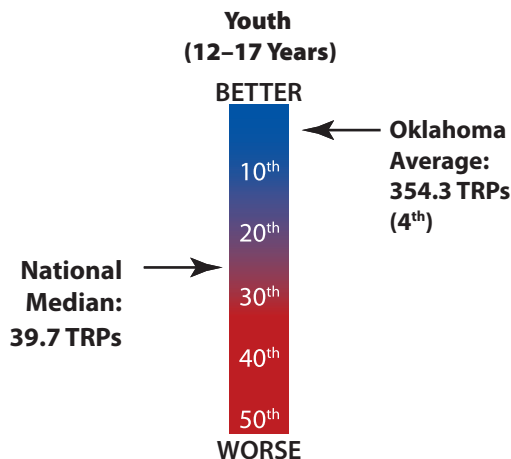
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Oklahoma had an average of 2406.5 general audience GRPs and 354.3 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

#### Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

#### Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

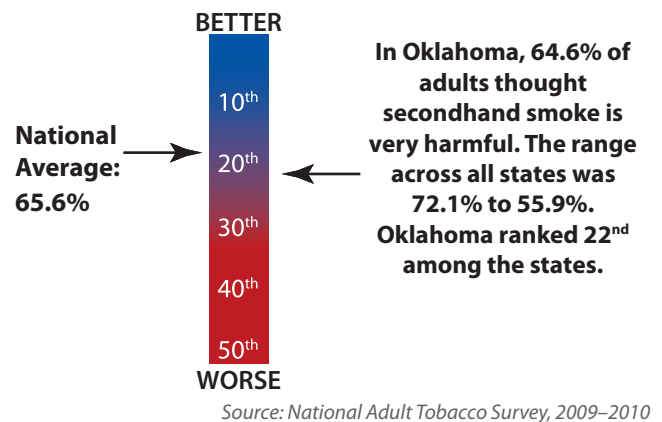


Source: CDC/OSH

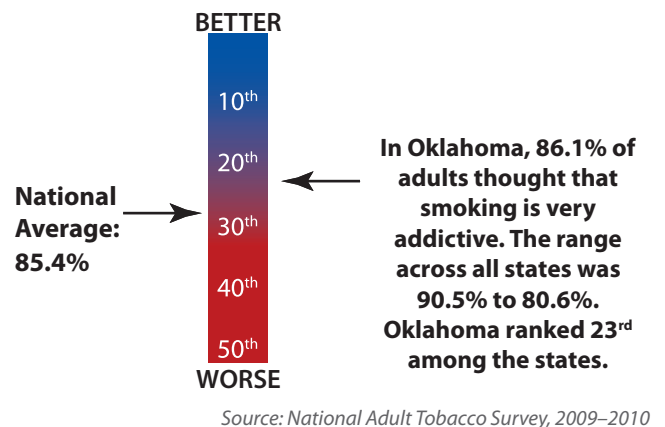
### Knowledge of the Dangers of Tobacco

In Oklahoma, 64.6% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009–2010. Additionally, 86.1% thought that cigarette smoking is very addictive.

#### Secondhand Smoke



#### Addictiveness of Smoking






## Enforce

### State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Oklahoma preempted local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

#### State Allows Local Laws





Promotion	Sampling	Display
		
No	No	No

Source: STATE System, June 2012

### Over-the-Counter Retail Licensure

As of June 30, 2012, Oklahoma required all establishments selling cigarettes over-the-counter to be licensed; the state does not have such a requirement for smokeless tobacco products. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

#### Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$30.00	 Yes <sup>a</sup>	 Yes <sup>b</sup>	 No

<sup>a</sup> Every 3 years

<sup>b</sup> Fine

Note: Not all footnotes may be used.

Source: STATE System, June 2012

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Oklahoma was \$1.03 per pack, ranking 31<sup>st</sup> among the states. The tax on cigars was \$0.12 per cigar, and for little cigars the tax was \$0.72 per pack of 20. The tax on smokeless tobacco was 60% of the factory list price.

Price Paid for Last Cigarettes Purchased

In Oklahoma, 67.0% of adult smokers bought their last cigarettes by the pack, and 33.0% bought them by the carton in 2009-2010. The average price that Oklahoma smokers reported paying for their last pack of cigarettes was \$4.82 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Oklahoma smokers reported paying for their last carton of cigarettes was \$36.03 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

